

ENDWELL

Design for the End of Life Experience
First Annual Emerging Ventures Day
December 6, 2019
San Francisco, CA



Our Vision

We believe that all people should experience the end of life in a way that matches their values and goals.

When inevitably faced with issues of mortality, many of us – whether patient, family or clinician – will suffer needlessly for a variety of reasons, some cultural, some clinical, some a matter of access.

End Well's objective is to address these issues as a multidisciplinary community, bringing together design, technology, health, policy and activist initiative and expertise to create lasting culture change.

ENDWELL



Who We Are

End Well was founded by Dr. Shoshana Ungerleider in 2016 and serves as the premier convening of thought leaders from design, technology, health, policy, media, education, the arts and patient advocacy.

As a leading non-profit organization, End Well is a convener and media platform focused on transforming the serious illness journey and end of life into a human-centered experience.

ENDWELL



The Problem

- **80% of people wish to die at home... Only 20% actually do.**
The rest are dying in nursing homes, hospitals and other healthcare facilities.
- **10,000 baby boomers turn 65 each day;** even with massive breakthroughs in longevity science never in our history will such a large number of people die in such a short amount of time. **By 2065, Facebook will have more users deceased than living.**
- **\$16.4 billion is spent on unpaid care work annually.** This is equal to two billion caregivers working 8 hours a day for free.

Our Approach

End Well is inspired by human-centered design thinking—a practice of using holistic thinking to take into account the various drivers of behavior and existing systems that affect outcomes for patients, families and clinicians. Among the values informing the End Well conversation are:



Design

How can we apply empathic design principles across the entire spectrum of end of life care?



Healthcare

What design opportunities exist that merge 21st-century health system goals — better health outcomes, high quality and cost-responsible care — with a fulfilling end of life experience for everyone?



Anthropology

What are the cultural, spiritual and traditional belief systems and practices that contribute to our relationship with mortality?



Education

How can we activate essential learning to improve community, care, planning and communication interactions relating to the end of life experience?



Technology

How might emergent technologies be utilized to expand the range of possibilities for the end of life experience?



Personal

How might we support the individual as a patient or caregiver in times of suffering? What are the spiritual, religious or ritualistic practices that guide us in our personal journeys through end of life?

ENDWELL

Our Audience

End Well is a dynamic gathering of individuals committed to generating human-centered, interdisciplinary innovation for the end of life experience.

Entrepreneurs

Designers

Technologists

Funders

Health Care Providers

Caregivers

Insurance Providers

Patients

Activists

Journalists

Policy Makers

Spiritual Leaders

Artists

Health Care Administrators

ENDWELL



Our Impact

- Over 15 million views to website and across social media channels to date
- **Sold out** inaugural Symposium with **400+ attendees** and 300 person waiting list
- Grew Symposium attendance by 50% in the second year and **sold out** (600+ attendees)
- **1000s of new followers** on Facebook, Twitter, LinkedIn, YouTube and Instagram
- Conversations with Facebook, Google, AARP, American Cancer Society, Stanford University, Harvard University...and many more!
- Over **10 million** End Well impressions on Twitter (15 countries, 20 states)

ENDWELL

Forbes

PBS NEWSHOUR



npr

QUARTZ
at WORK

HUFFPOST

First Annual Emerging Ventures Day

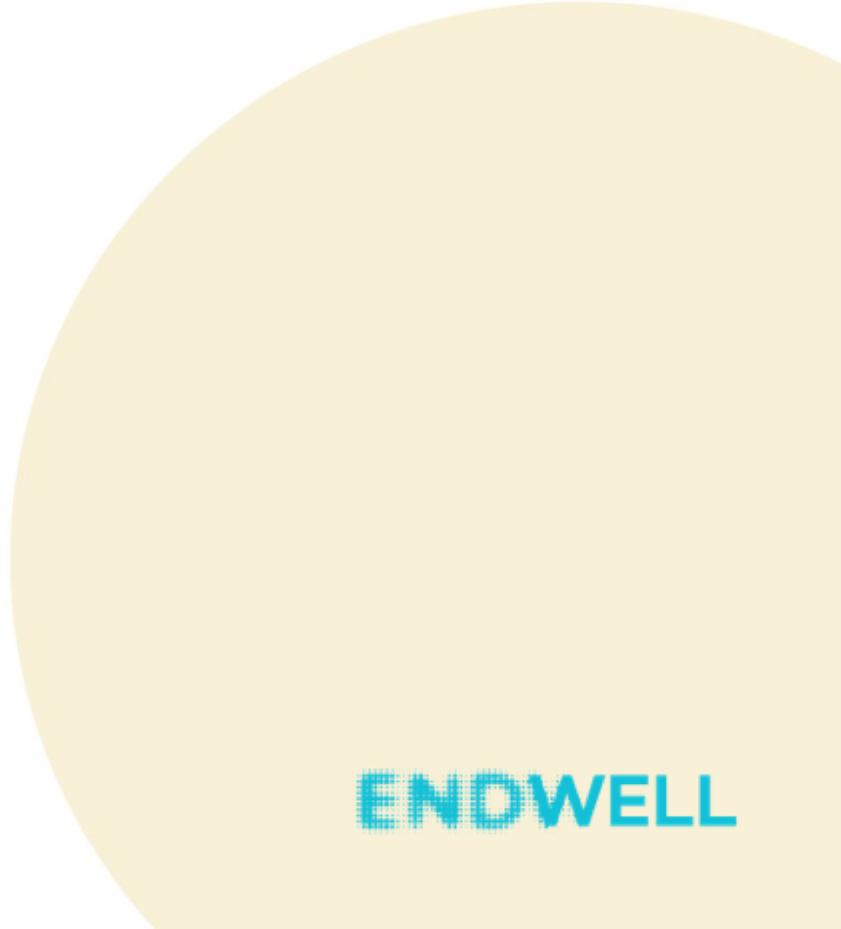
A first of its kind convening of entrepreneurs, investors, and thought leaders shaping the end of life market to take place the day after the End Well Symposium.

ENDWELL

In Order To Do This Well, We Need You.

We Partner With Organizations That:

- Serve their customers in a **personalized and relevant way** from birth to death.
- Are **brands that are interested in becoming part of the growing wave** of broad consumer desire to live well and end well.
- Are **brands that see caregivers and caregiving as essential and valuable.**
- Are **brands that want their technology applications to be designed with highly relevant and contemporary content** and input.
- Are **organizations that spark community convening and activism** through the arts, education and community events.
- Are **individuals who fund early-stage startups.**
- Are **individuals that support social ventures in emerging markets.**



ENDWELL



Emerging Ventures Day Sponsor Levels & Benefits

Partnerships are essential to driving our mission to transform the end of life experience and this crucial conversation.

Partnerships are essential to driving our mission to transform the end of life experience and this crucial conversation.

ENDWELL

Innovator Partner

\$10,000

- Company name on all event signage featuring partners including symposium, Ventures Day and VIP Event
- Tickets to VIP Venture Day Event
- Company name featured at End Well Symposium main stage
- Logo display on website before, during and for 3 months following the event
- Logo inclusion on e-blast communications to our list of 15,000+ subscribers
- Prominent logo placement in all promotional literature
- Reserved premium seating at End Well Symposium
- Early Bird access to pre-event reception

ENDWELL

Investor Partner

\$2,500

- Company name on all event signage featuring its partners
- Company name featured at Ventures Day
- Tickets to VIP Venture Day Event
- Logo placement on website before, during and for 3 months following the event
- Logo inclusion on e-blast communications to our list of 15,000+ subscribers
- Prominent logo inclusion on all promotional literature
- Early Bird access to pre-event

Our Advisors

BJ Miller, MD

Palliative Care Specialist,
University of California San Francisco Medical Center

Shruti Kothari, MPH

Director, Kaiser Permanente Ventures

Lucy Kalanithi, MD

Clinical Assistant Professor of Medicine.
Stanford School of Medicine

Rev. Cynthia Carter Perrilliat, MPA

Executive Director, Alameda County Care Alliance

Edward Feigenbaum, PhD

Professor Emeritus, Stanford University Department of
Computer Science

Shawna Butler, RN, MBA

Director, Singularity University Partnerships and Cancer
XPRIZE

Anthony Back, MD

Professor of Medicine at University of Washington

Ellen Donahue-Dalton

Executive Vice President/CMO at MEDecision

Paul Bennett

Chief Creative Officer, IDEO

Ayrana Khalid

Managing Director, Healthy + Wellness Practice, The Glover
Park Group

William Greineisen, PhD

Director, Strategy and Corporate Development, Cox
Enterprises

Aditi Mallick, MD

Consultant, McKinsey & Company

Rabbi Sharon Brous

Founder & Rabbi, IKAR Los Angeles

Andrew MacPherson

Principal, Healthsperien

Angela Ni, MPH

Healthcare Strategy Consultant, Strategy&, part of the PwC
Network

Bruce Jang

Director, Strategic Innovation, Salesforce

Penny Nii

Computer Science Researcher in AI at Stanford University,
Artist

Michael Hebb

Entrepreneur, Founder, Death Over Dinner

Laurel Braitman, PhD

Author, Historian & Anthropologist, Writer-in-Residence Stanford Medical School

Alexandra Drane

Co-founder and Chairman of the Board, Eliza Corporation

Leilani Graham

ePatient Faculty Member, Account Strategist at Google

Ivor Williams

Senior Design Associate, Helix Centre

Jen Yu

Director Of Product Design, MasterClass

Chris Waugh

Chief Innovation Officer, Sutter Health

Tracey Gaudet, MD

Director, VA Office of Patient-Centered Care and Culture Transformation

Jim Paustian

ePatient Faculty Member

Eva Frye

Brand Strategist + Storyteller

Angela Hennessy

Associate Professor, California College of Arts

ENDWELL



Thank you.

[Visit Our Website](#) | [Contact Us](#)